

American Exports Increase as West European Economy Expands

By Reynolds Knight
Western Europe's rapid industrial expansion is helping to pave the way for near-record export sales of \$9.6 billion by American industries and farms during the first half of 1960.

The Commerce Dept. reports that the flow of goods abroad was 21.3 per cent greater than in the same period last year, and the largest since 1957. Many experts were caught short in their predictions and some economists have raised their forecasts for the year from \$18.1 billion in view of increases thus far.

OTHER FACTORS cited for the gains, in addition to Western Europe's burgeoning growth, included the sales of U.S.-made jets to foreign airlines, and heavier sales of raw cotton resulting from a cut in U.S. subsidized export prices.

Official export figures for the first five months of 1960, compared with 1959, show these upward trends:

Raw cotton, cotton textiles and synthetic fibers and cloth—\$814.8 million, against \$417.5 million last year; machinery and vehicles—\$2,552 million, against \$2,179 million; metals and manufactures—\$773 million; chemicals and related products—\$694 million, from \$605 million; vegetable food products and beverages—\$957 against \$842 million.

PROTEST GATT LIST—The Tile Council of America has entered a protest on behalf of domestic ceramic tile manufacturers against inclusion of ceramic tile on the GATT "offer list."

Negotiators for member countries of GATT (General Agreement on Tariffs and Trade) meet in Switzerland this fall to discuss further tariff concessions. U.S. negotiators will use an "offer list" of some 450 American-made products to bargain with, a list that includes ceramic tile.

Contending that imports have already mounted far beyond the danger point for the domestic tile industry, Peter C. Johnson, president of the Tile

Council, has asked for the removal of ceramic tile from the GATT list during the current Tariff Commission hearings.

"Even now tariffs on imported, cheaply made foreign tile are so low as to be virtually non-existent," Johnson said. "In one category—ceramic mosaics, which make up one-third of our entire industry—imports now equal 50 per cent of U.S. production."

SAVING THAT SURFACE—Household and industrial consumers, who spend, it's estimated, \$100 million a year on floor waxes "are well rewar-

ded for their efforts and can easily justify their expenditures," according to a recent report to the Chemical Specialties Manufacturers Association.

Traffic tests of 11 different kinds of waxed and unwaxed floor coverings were made under CSMA sponsorship by Foster D. Snell, Inc., a New York City firm of consulting chemists-engineers. A number of vinyl tile coverings and vinyl printed sheet goods were included with asphalt and rubber tiles, as well as linoleum, in the tests.

ONE CONCLUSION in the

Snell report was that a regularly waxed floor covering can be expected to show from three to 16 times as much gloss as the same surface left unwaxed.

The report said further that the comparison tests showed the following benefits from waxing for all the floor coverings tested: "Enhancement of beauty" through an increase in initial gloss; better-maintained appearance during use; "dramatic superiority in brightness and resistance to soiling; marked protection against surface scratching and dulling, particularly in the case of very smooth-surfaced rub-

ber tiles and homogenous vinyl, and better restoration of appearance after use.

"THINGS TO COME—Stenographers may take heart from a new strip of specially treated paper that makes it possible to correct typing errors without using an eraser. When you place the strip over the error and re-type the same erroneous letter, the letter is actually lifted ("absorbed") from the page, leaving a clear space for the correction. For fishermen, there is a new gadget that will let them tie those bothersome leaders and lines to hooks in seconds. The knot cannot come out, and it takes all types of hooks and lines.

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GIL PANDO . . . bank manager

Gil Pando Manager of New Bank

Gilber A. Pando has been appointed manager of Security First National Bank's new 190th & Anza branch in Torrance.

He will officially take over his duties when the branch opens for business tomorrow. Grand opening festivities will mark the branch opening. Highlights will include Flipo the Clown, balloons, refreshments, samples of the bank's merchandise and drawings for free savings accounts.

Pando, who recently marked his 30th year with Security, was assistant manager of the bank's Anaheim branch prior to his recent appointment.

He is a member of the Anaheim Kiwanis Club and has been active in the Anaheim Community Chest, Red Cross, and Salvation Army drives. He holds a standard certificate from the Los Angeles and Harbor District chapters of the American Institute of Banking. He and his wife, Mercedes, have a daughter, Pamela, 13 and a son, Thomas, 11. The Pandos reside in Anaheim.

Insurance Agent Places in Competition
Tom Brummett, local representative of Monarch Life Insurance Co., placed high among the company's leading producers of Health and Accident Insurance for the first half of 1960. He was in competition with more than 1000 underwriters throughout the nation. Brummett works out of the company's Santa Monica office. He lives at 22429 Anza, Torrance.

FOOD GIANT